

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
AUG14/12 12.1  
\*\*\* WFLA-TV \*\*\*

SALES PRSN WA- MEGHAN MCGARR (H)

PRDCT	60 + ASSOCIATION (SE EST#1904 COMMENTS: (LINE, ORDER, INVOICE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE AUG14/12	12.12
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CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

60 PLUS ASSOCIATION - SENATE IDB #1021, TV INVOICES #9912736

23

REP HEADLINE# 6277915  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG14/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P	30		\$1,000.00	8/19	8/19	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
4			600P-630P	30		\$2,000.00	8/20	8/21	2		M-TU	2
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
AUG/12 \$9,950.00												
CONTRACT TOTAL											\$9,950.00	
TOTAL SPOTS											6	

MARKET TOTALS \$34,050 WFLA 29% WFTS 25% WTSP 21% WTVT 16% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 9% CABL 0%

ACCURATE EXCEPT WTSP WHICH IS ESTIMATED.

SVC- NSI  
 DEMOS- RA50+\*

REP HEADLINE# 6277915  
\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
AUG14/12 12.1  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/60 PLUS ASSOC. SENATE  
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # SALESMAN #  
BUYER NAME ELISE CLOYD  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6277915

CLASS: NATL. LOCAL REGIONAL

PRDCT 60 + ASSOCIATION (SE EST#1904 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 12.13

REP: REVISION  
UPDATED ACCURATE SHARES ON HDLN  
TTL SAME  
THANKS!  
-BRIAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
60 PLUS ASSOCIATION - SENATE IDB #1021, TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 1904

NO BUYS TO PRINT

AUG/12 \$9,950.00

CONTRACT TOTAL \$9,950.00  
TOTAL SPOTS 6

REP HEADLINE# 6277915  
\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG14/12 12.1  
\*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$34,050 WFLA 29% WFTS 25% WTSP 21% WTVT 16% WTOG 0% WTTA 0% WMOR 0%  
WMOX 0% WXPX 0% WWSB 9% CABL 0%

ACCURATE EXCEPT WTSP WHICH IS ESTIMATED.

SVC- NSI  
DEMOS- RA50+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**60 Plus Association / Issue**  
 Submission Number 723 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> 60 Plus Association / Issue	<b>Submission Cost:</b> 9950	<b>Campaign Ref:</b> E:120814103
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> ././1904	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/13/12 to 08/26/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06277915
<b>Est/PO Number:</b> 06277915	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> 60 Plus Assoc / Senate	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 6p News ..MT...	02	2000	30 Comme	Nbr of Spots 2		2	4000
2	Sat 7a Today Show .....S.	02	950	30 Comme	Nbr of Spots 1		1	950
3	Sun 6p News .....S	02	1000	30 Comme	Nbr of Spots 1		1	1000
4	M-F 6p News MT.....	02	2000	30 Comme	Nbr of Spots 2		2	4000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					4	2	6	

<b>Grand Totals</b>				<b>Month 8 Weeks: 4</b>			
<b>Totals</b>		08/13	08/20				
Spots	6		4				
Cost	9950		5950				

<b>Grand Totals:</b>	<b>Spots:</b> 6
	<b>Gross Total:</b> 9,950.00

Commission:	1,492.50
Net Total:	8,457.50